



Georgia represents the 8th largest tourism economy in the country and the 2nd largest industry in Georgia. The Hospitality, Recreation and Tourism Industry consists of the following Lodging, Hotels and Resorts; Conventions, Meetings, Trade Shows and Events; Restaurants and Food Service; Recreation, Attractions, Sporting Events and Parks and Travel, including Air, Rail, Auto and Coach. Since the industry is primarily a service-oriented industry, workers will need good communication skills, and they will have to understand the importance of meeting the needs of individuals.

**PATHWAY COURSES**

- Marketing Principles
- Hospitality, Recreation, and Tourism Essentials
- Hospitality, Recreation, and Tourism Management

**RECOMMENDED COURSES**

- Advanced Marketing
- Any business or computer course
- Entrepreneurship
- Work-Based Learning
- World Languages

**POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES**

- Adventure Tourism
- Communications
- Culinary
- Hospitality Management
- Hospitality Operations Management
- International Tourism
- Marketing Management
- Meetings & Event Planning
- Ski Guide
- Sports Marketing
- See www.GAfutures.org for additional information.

**CAREER AND TECHNICAL STUDENT ORGANIZATIONS**



**HOSPITALITY AND TOURISM CLUSTER**

**HOSPITALITY,  
RECREATION  
AND TOURISM  
PATHWAY**

**TOP CAREER CHOICES**

**Hotel and Lodging Managers**

Bachelor Degree needed  
\$51,840 per year

**Meeting, Convention, Events Planners**

High School and on the job training  
\$47,350 per year  
10% increase expected

**Public Relations**

Bachelors degree  
\$58,020 per year

**Restaurant Manager**

High School and on the job training  
\$50,820 per year

**Travel Agent**

High School and on the job training  
\$36,460 per year

**ADDITIONAL CAREER CHOICES**

- Catering Manager
- Communications Specialist
- Country Club Marketing and Management
- Cruise Director
- Customer Account Representative
- Economic Development Specialist
- Entertainment Marketer
- Golf Course Marketing and Management
- Hotel Management
- International Tourism & Hotel Management
- Parks and Recreation Management Real Estate Agent
- Recreation and Amusements Marketer
- Restaurant Management
- Sales Representative
- Social Media Marketer
- Sports and Entertainment Marketer
- Tourism Director
- Travel Agent, Blogger and Planner



Source: GADOE Plans of Study

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Georgia-Career-Pathways-New-Rule.aspx>



Forsyth County Schools

**CAREER  
EXPLORATION  
& Pathway Discovery**

CTAE Career Pathways / Fine Arts Pathways

- Alliance Academy for Innovation
- Denmark High School
- East Forsyth High School
- Forsyth Central High School
- Forsyth Virtual Academy
- Lambert High School
- North Forsyth High School
- South Forsyth High School
- West Forsyth High School